Abby Caldwell

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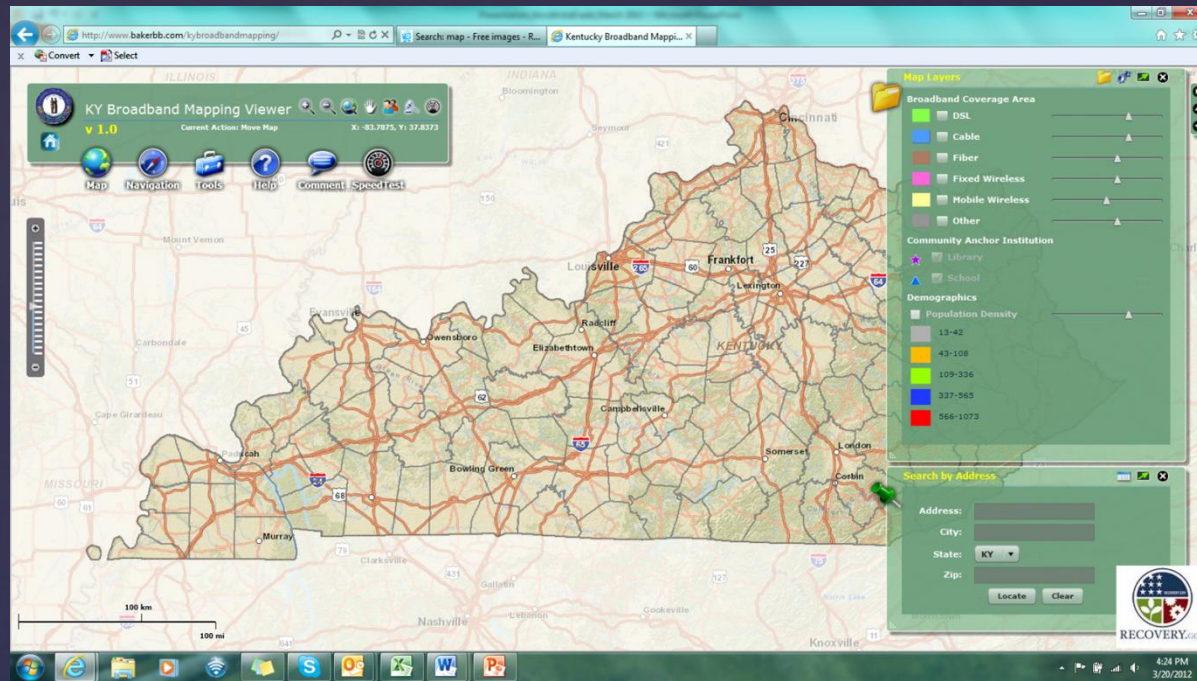*abby@kcadd.org*

Project Goals

Identify:
- ✓ Current use trends
- ✓ Motivators for use
- ✓ Personal and Professional Benefits
- ✓ Barriers to adoption
- ✓ Regional objectives for increasing use

Broadband Return on Investment (ROI):

- ✓ Attracting/retaining businesses
- ✓ Competitive in local, state, and global markets
- ✓ Expanded economic opportunities
- ✓ Increased collaboration (regionally and globally)
- ✓ Increased efficiency (time and money)
- ✓ Stronger relationships with long-distance partners, suppliers, and other working relationships
- ✓ WORK READY COMMUNITIES!

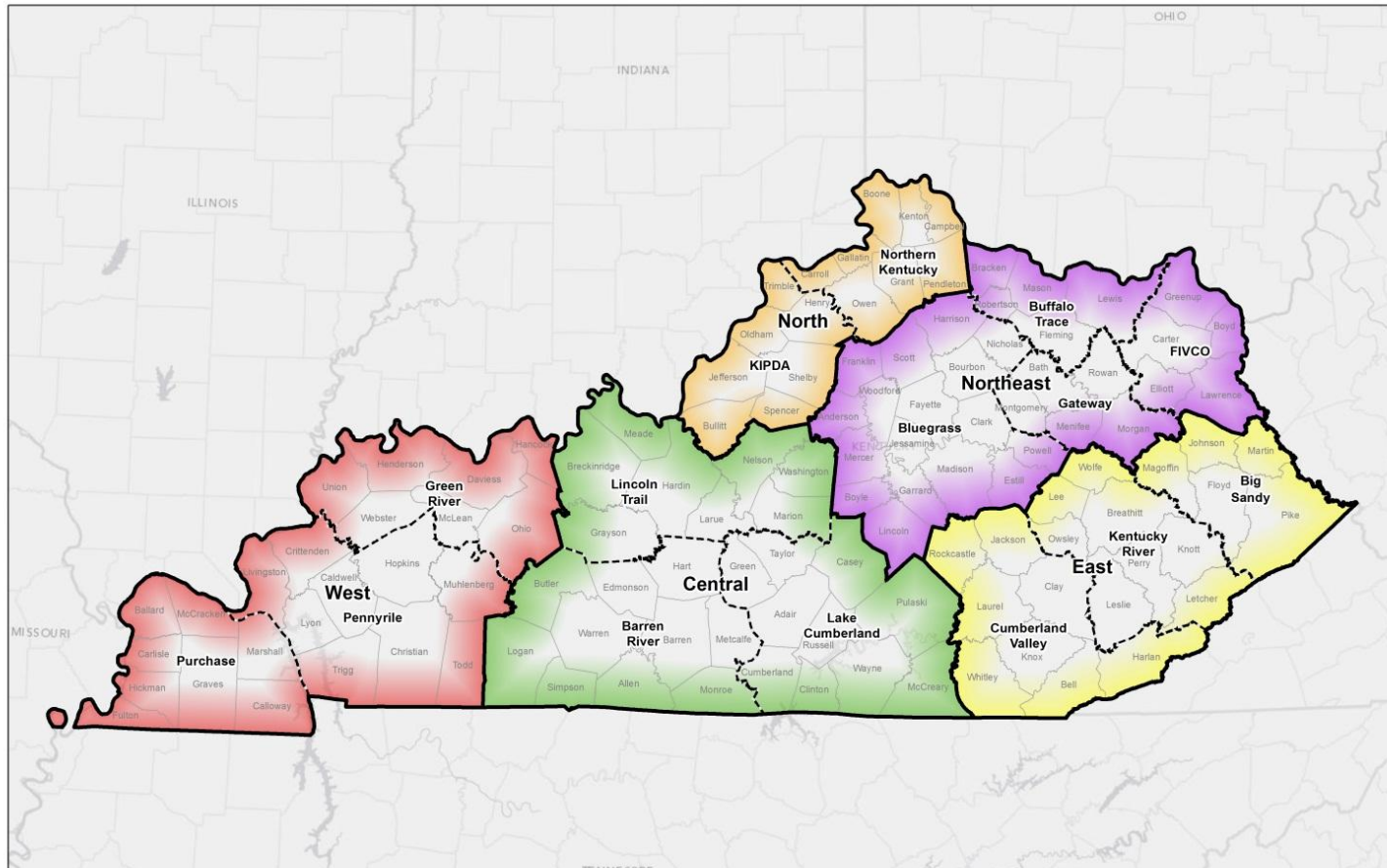# Benefits for Businesses and Organizations

Current Availability

{ Visit www.broadband.ky.gov to view this map!

ADDs at Work in Your Communities

Area Development Districts are working on projects addressing:

- ❖ Teleworking opportunities and incentives

- ❖ Sustainable hot spots for public access

- ❖ Availability for Industrial Recruitment and Economic Development

- ❖ Education on benefits and best practices for small businesses and entrepreneurs

- ❖ E-services offered in local governments

YOUR REGIONS

Coming Soon

- Regional planning sessions with engaged community stakeholders

- Sustainable efforts designed in a regional work plan

- Implementation of sustainable work plans statewide across two years

- Follow-up efforts, evaluations, and plans for the future

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